

Minutes

Wisconsin Small Business Environmental Council

July 19, 2017 DNR Central Office 101 S Webster Street, Madison, WI Room 613 9:00 am – 12:00 pm

Members Present: Amy Litscher, Vince Ruffolo, Jody Jansen, Rep. Jacque

Absent: Mark Aquino

DNR Staff: Connie Antonuk (for Mark Aguino), Jesse Jensen, John Budzinski (Skype),

Amanda Jutrzonka **Speakers:** N/A

Public Participants: Nancy Mistele (DOA)

Agenda repair

Update on Compliance Audit Program legislation

DNR updates - Connie Antonuk (for Mark Aquino)

Connie is the acting Deputy Administrator for the Division of External Services. She provided highlights from the Department Leadership Team meeting the week before.

- HR fully staffed and filled 202 FTE positions so far this year, some due to alignment and some to fill vacancies.
- Divisions have performance measures for alignment initiatives that they report on, keeping on track
- Expanding assurance programs beyond wetlands nutrient management plans for CAFOs, lakeshore erosion stabilization
- Developing online grant system instead of submitting paper copies
- Developing charter for complex business projects
- New team to address improving internal communication systems
- New general permit for filling wetlands created from construction projects
- New general permit for small scale dredging for internal lakes and Great Lakes
- General permit for stream fish habitat projects out for public comment

Action item: Asked whether DNR will be publicizing more on big alignment changes (wardens doing law enforcement in state parks, etc.) – Connie will share comment with Mark

- Discussion on employee turnover
 - Recommendation that announcements be sent on staff changes for staff who work with public; instead of just deleting staff in directory should direct them to new contact
 - How turnover affects agency
 - Losing institutional knowledge, history behind rules
 - Takes time to fill vacancies
 - Affects customer service when new staff can't answer questions as quickly as experienced staff
 - Good to have fresh eyes
 - State doing anything?

- have started hiring some positions with overlap to train new person (Secretary's Director in Northern Region has 2 month overlap)
- Some retirees come back part time to help

Action item: Small Business Advisor articles on Ralph Patterson's retirement, new general permits

- Vince not allowed to use cement blocks on lake for erosion control, can field stones be used?
 - Jesse explained anything below high water mark is DNR jurisdiction, requirements will depend on fetch (length) of lake, permit required if putting below ordinary high water mark

Action item: Mark can point Vince to more information. Vince to connect with Mark.

SBEAP staff updates; work planning for 2017-2019

Information on what SBEAP staff are/will be working on.

- Renee shared SBEAP communication plan for next biennium. Activities include:
 - Outreach associated with enforcement initiatives and priories (plating and polishing, etc.)
 - Translating fact sheets into other languages
 - Pilot program with Drinking and Groundwater Program including SBEAP information in enforcement letters
 - o Agriculture, agribusiness, grain handling sectors
 - o In-reach to DNR programs on SBEAP activities
 - Open to suggestions from Council
- Jennifer Hamill's position in HR's queue for hiring
 - o HR now fully staffed
 - Hiring process moves more quickly than in past
- Council vacancies
 - o SBEAP creating information on criteria for appointments
 - o Probably need to wait until after state budget is passed for appointments

Follow up from April meeting [what we did, what worked, what didn't, what else we can do, etc.]

Discussion about meeting on April 10, 2017 at UW-Parkside.

- What we did
 - Renee provided handouts on process followed when preparing for meeting, email invitations
 - Invitations press release; Advisor article; invitation to FET, UW-Whitewater and Parkside; local businesses; Kenosha/Racine local government and villages; local legislators
 - o Asked Nancy and Joe for any known issues that could be addressed
 - Water staff on hand to answer questions
- What worked
 - Good discussion, healthy to have contentious conversations
 - Attendees pleased with meeting
 - Bringing in DNR water program field staff to provide information and answer questions

- Good for people to hear history of rules and why things are the way they are
- Open forum to hear all concerns and talk openly, building trust
- Vince pleased that Mark provided a contact to answer his question

What didn't work

- o Short timeframe selected meeting date five weeks before meeting
- Wasn't clear what meeting was about / who should be there
- Attendees thought more people should have been there
- Legislators may have taken notice but meeting may not have fit in calendars
- o Large room made attendance look low, stage was awkward

What else can we do

- Focusing on specific topic of interest
- Personal conversations with local government officials prior to meeting on issues specific to their needs because they get tons of email
- o Don't call it a "meeting", call it something else that gets their attention
- Contact specific industry groups that have issues with DNR could use Secretary's Roundtable lists

Action item: Connie will inquire if roundtables will continue

- o Press release in local newspaper, make sure it gets picked up
- o Promote that local officials will be there
- o **Ask** chambers, other organizations to post info
- Promote as Council meeting, not DNR (frame Council as gateway to DNR)
- o Publicize that local officials invited to put pressure on them to attend
- Have Cathy Stepp or someone else with decision-making authority attend
- o Invite state legislators from committees that cover DNR issues to speak
- Contact chambers and business alliance to ask for topics of concern, they could send email blasts to members requesting ideas
- Post-meeting report on what came of issues discussed
- Follow up with attendees to get feedback on meeting attendees provide email addresses if wanting follow up
- More structure? Could prepare more ahead of time and take deeper dive
- Piggyback with another meeting small businesses will attend
- o Regional DNR staff invite businesses they work with that have issues
- o Focus on a key industry sector and narrow down to couple issues
- o Opportunity to sit down with Council to address business' individual issues
- o Legislators invite constituents they're working with to attend to discuss issues
- o Choose location/make contacts prior to setting agenda, focus on local issues
- Use success stories

<u>Plan fall meeting [location/logistics, topics, who to invite, process to send invitations, etc.]</u>

Council discussed possible plans for fall meeting.

- Possible location:
 - University campus or technical collage would attract entrepreneurs/students, professors could encourage attendance
 - UW Milwaukee Fresh Water School, could provide students with real life experience, school has good contacts
 - Location/room easier to find, room appropriate for attendance size
 - o Include tour of campus, local business, etc.
 - o Have local organization host meeting so they have stake in attendance

- Potential topics:
 - o FEMA maps being redrawn, campgrounds along rivers now in floodplain
- Events to piggyback on
 - WMC Safety Conference April
 - Generate list of annual meetings and work around their dates Dept. of Tourism has list of conventions
- Decided fall meeting will be planning meeting, discuss possible events and dates
 - suggested 4 meetings in 4 areas of state
 - may also want to have debrief calls in between
 - o invite organizations who may be good partners: builders, farmers/ag business,

Compliance Audit Program legislation update

Rep. Jacque gave an update on the status of his proposed legislation.

- Assembly Bill 264 http://docs.legis.wisconsin.gov/2017/related/proposals/ab264
- Bill cosponsors: Representatives Allen, Brandtjen, R. Brooks, Knodl, Murphy
- Senator signed on
- No Democrats signed on, Vince indicated he has contact who he will encourage to support bill
- Introduced to Assembly Environmental and Forestry Committee
- Story on bill in WI State Journal
 - Stating bill would allow businesses to continue polluting longer
 - Rep. Jacque contacted them with clarifications which were incorporated into printed version of article
 - Not much additional coverage
- Assembly requires 3 people to testify in support
 - Must be in-person, not written
 - Not lobbyists or legislators
 - Can use local government representatives
 - May need Council member to testify

Public Comment

N/A

Action items:

- Suggested DNR do more publicity to share big alignment changes (wardens doing law enforcement in state parks, etc.) Connie will share comment with Mark
- Small Business Advisor article on Ralph Patterson's retirement, new general permits
- Mark can point Vince to more information on use of stones/cement blocks for erosion control. Vince to contact Mark.
- Connie will inquire if Secretary's roundtables will continue

Next meeting: October 18, 2017 – Madison